

THE MUNY

2025

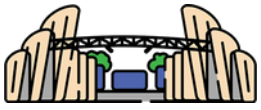
107TH SEASON



2025 ADVERTISING
OPPORTUNITIES

SETTING THE STAGE

WHAT MAKES US UNIQUE



Oldest + Largest
Outdoor Musical Theatre



Historic
Civic Roots



Fully Produced at our
State-of-the-Art Theatre



Attracting Broadway-
Credited Talent



Accessible
To All

BY THE NUMBERS



51

Performances
across 7
productions



347,865

Patrons
welcomed in
2024



20,405

Loyal Season
Ticket Holders



24%

Seats Dedicated
to Community
Access



2,283

Students served
in Education
programs

WHO WE SERVE

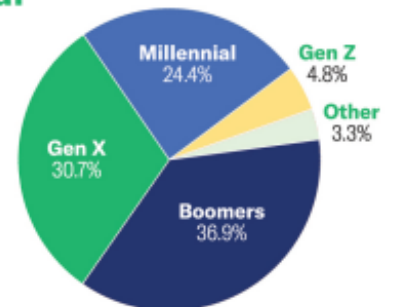
Regional Destination

90% of Audience lives in
St. Louis City, St. Louis County
or St. Charles County

Inclusive of All Levels of Household Income

23% <\$75,000
40% \$75,000 - \$149,999
18% \$150,000 - \$199,999
19% \$200,000+

Multi-Generational Appeal




Loyal Audience

84% Subscriber Retention

Attracting New Patrons

16% of 2024 Audience New to The Muny

YOUR BRAND. IN THE SPOTLIGHT.



Our stage is your stage! Advertising at The Muny will connect your business with a beloved St. Louis tradition and an active, engaged audience that enjoys world-class musicals under the stars. With packages starting as low as \$1,000 there are many ways to advertise with The Muny.

As a non-profit theatre, we rely on donations and the support of our corporate and civic partners to make this St. Louis tradition possible for generations to come. Your participation can truly make a difference in our ability to make Muny magic happen. Plus, full-season partners enjoy a variety of special benefits, including Muny tickets and on-site access to Muny attendees.

ADVERTISING BENEFITS



Access to a highly engaged, local audience



(2) Tickets to a Muny Show of your Choice for each week of advertising

Please note: In 2025 on-campus tabling will no longer be available

PACKAGES

PROGRAM ADVERTISING

Full-page and half-page options available, with over 350,000 programs distributed across seven shows and 51 performances during the season.

Placement	Weekly Rate	Full Season	Renewal / Non-Profit
Half Page Ad	\$1,000 (Standard Week) \$1,200 (Premium Week - Frozen)	\$6,000	\$5,500
Full Page Ad	\$2,000 (Standard Week) \$2,400 (Premium Week- Frozen)	\$12,000	\$10,500
Inside Front Cover / Back Cover	NA	\$15,000	\$14,500

ON STAGE ADVERTISING

15 second ad placements on two LED panels (11.5' x 23') flanking the stage. Guaranteed minimum of 4 rotations per evening.

Placement	Weekly Rate
Standard Week (7 Performances)	\$2,100
Premium Week (9 Performances - Frozen)	\$2,500
Full Season (51 Performances)	\$15,000

[RESERVE YOUR AD](#)

PROGRAM SPECS

SPACE AND ART DEADLINES

Material Closing Deadline: Art for first three musicals: **May 16, 2025**

Art for final four musicals: **15 days prior to each musical**

AD SPECIFICATIONS

Ad Size (Non-Bleed Float)

Full Page including any border: 5" (5.0") wide x 8" (8.0") high

Half Page including any border: 5" (5.0") wide x 4" (4.0") high

Ad Size (Full Page Bleed)

- Overall art size (submitted art) should be 5 3/4" (5.75") by 8 3/4" (8.75").
- Final Ad will be trimmed to 5 7/16" (5.4375") by 8 1/2" (8.5").
- *Keep key image elements and text 1/4" (.25") inside final trim size.*
- Submit art **WITHOUT CROP MARKS**.
- Do not include printer color bars, registration marks or bleed marks inside bleed area.

SUBMISSION

Final art must be sent as a PDF with embedded fonts

High Resolution: minimum 300 dpi.

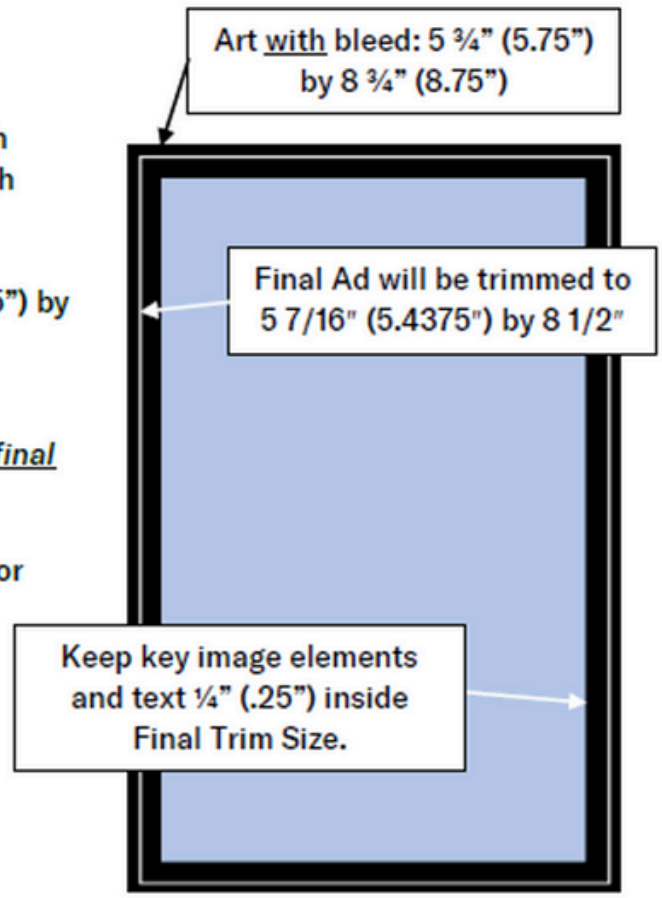
Upload Program Art at:

https://muny.formstack.com/forms/ad_submission

All artwork must be camera-ready to scale. If submitted artwork is not acceptable, you may be referred to a graphic artist. Advertising costs do not include design or alteration of submitted art. Additional graphic design changes are the responsibility of the Advertiser.

All art must be clearly marked with the Advertiser's name and the dates of the show in which it is to be run. If new art is not received 15 days prior to the show, past art will be re-run.

Please note: Due to the nature of live theatre, shows and dates are subject to cancellation or change.



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Four ad styles are available:

- Full Bleed Video (15 seconds)
- Inset Video (15 seconds)
- Animated Graphic (15 seconds)
- Static Graphic

Visit [Muny Onstage Advertising](#) for live examples

Mechanical Requirements

- Digital ad size: 728px x 1456px

Submission Preferences:

- Submit files via Dropbox or WeTransfer
- For static images: .JPEG, .PNG or .EPS with embedded fonts (high-resolution: minimum 300 dpi) and working files (Photoshop, InDesign) are required.
- For video: .MP4 or .MOV
- If required, ads will be optimized for display. Any edits will be approved in writing by advertiser.

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